



BENSHAW
Applied Motor Controls

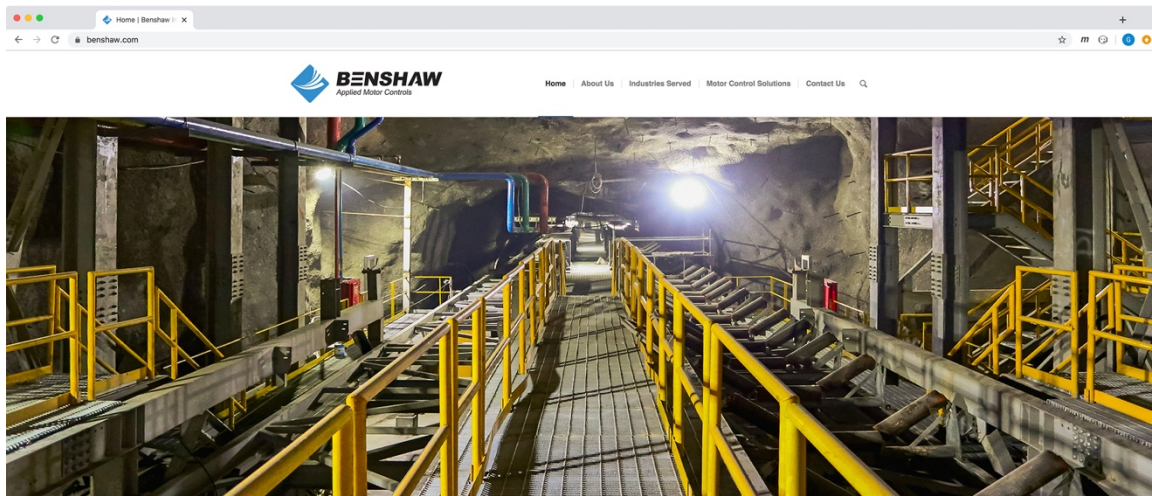
Benshaw Inc.
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Press Release

Benshaw 2.0 – New Products, New People and a New Vision for the Future!

Pittsburgh, PA, February 19, 2020 — It's here! Benshaw Inc. has announced the launch of a new, improved website to better serve the company's network of distributors and end-use customers. The website features new products added as a result of Benshaw's recent merger with AuCom, along with an updated interface and a number of new, user-friendly features.



Applied Motor Controls for Mission Critical Applications

While many in industry have come to know Benshaw through our leadership position in low and medium voltage solid state motor control technologies, we also offer a comprehensive line of electro-mechanical motor controls and drives. Today, Benshaw is widely recognized as the preferred source for a wide range of applied motor controls and motor protection products, and as a world leader in mission critical motor control solutions for heavy/severe duty industries and applications.

When the application is critical ... and the environment harsh ... more customers specify Benshaw than any other brand.

The new Benshaw website is live and ready for you to explore at:
<https://benshaw.com>.



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“We are evolving back to the company Benshaw once was ... but, with plans to make it even better than before!” says Karen Alberts, Manager, Marketing and Ecommerce. “The recent ‘top down’ internal realignment of our people and our priorities takes us back to the ‘best-in-class’ business practices customers had come to expect from Benshaw. This means: A focus on quality, great products, on-time delivery and customer responsiveness” she adds.

“Benshaw’s recent merger with AuCom of New Zealand is just one step in the process of re-establishing Benshaw’s global leadership position in the motor control industry. The integration of the AuCom North America team and technologies into the established Benshaw business, as well as using our unique set of capabilities here in North America to support the AuCom brand in the rest of world, makes us a truly ‘global’ entity with the horsepower to grow exponentially in 2020.” says Pete Morgan, President of Benshaw / AuCom group.

About Benshaw:

Benshaw Inc. is a Pittsburgh-based, privately held manufacturer of applied motor control solutions for mission critical industrial applications. With operations spanning the globe, Benshaw offers the broadest family of globally supported, globally certified, low and medium voltage soft starters in the industry.

For more information, visit Benshaw online at <https://benshaw.com>.

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